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8/13/51

FRANCES HUGHES, ASSOCIATE EDITOR

1951

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, AUGUST 13, 1951

Just Published	"COLOR IN THE HISTORY OF COSTUMES"	L'OFFICIEL DE LA COULEUR; PARIS, FRANCE	"FASHIONS FROM FRANCE"
	<p>"Color In The History Of Costumes", published in Paris by L'Officiel de la Couleur, is an album of authentic plates and descriptions of fashions and accessories from the Mediterranean kingdoms--3000 B.C. to 500 A.D. Only 400 copies of this book will be available in the U.S. Price: \$19.75. Contact: Elizabeth Davies, "Fashions From France," Hotel Pierre, TE. 8-7180.</p>		

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Monday August 13-	ABRAHAM & STRAUS (BROOKLYN) A & S "Back-To-School Week" fashion shows, Monday, August 13 at 2:30 P.M.: Fashions for kindergarten through college age, including clothes for teachers. Tuesday, August 14 at 2:30 P.M.: "Hi-Teens" fashions. Wednesday, August 15 at 2:30 P.M.: Sewing fashions for teens and juniors. Thursday, August 16 at 6:00 P.M.: Fashions for college men and women. Friday, August 17 at 2:30 P.M.: Kindergarten to pigtailer back-to-school fashions. Press invited. Open to public. Publicity: Olga Paracka, Feature Events Dept., TR. 5-7200.	8TH FL.--SPEC. EVENTS
Monday August 13	LORD & TAYLOR Informal modeling of college fashions. Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Wednesday August 15	SAKS FIFTH AVENUE Presentation of college fashions at a breakfast preview for the press. By invitation. (College Shop will open on August 15, 7th Floor, Saks Fifth Ave.). Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAVOY PLAZA (CHATEAU SUITE)
Wednesday August 15	B. ALTMAN & CO. Preview of college fashions. Press invited. Open to public. Previews in suburban stores: <u>White Plains--August 16, at 3:00 P.M.; Manhasset--August 17, at 3:00 P.M.; East Orange, N.J.--August 20, at 3:00 P.M.</u> Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000.	3RD FLOOR
Thursday August 16	HEARN'S Press preview of fashions for back-to-school wear at breakfast. By invitation only. Publicity: Lillian Suchanek, OR. 5-5000, Ext. 493.	2ND FL.--EXEC. OFFICE
Thursday August 16	OHRBACH'S Press showing of college fashions. By invitation only. College Shop officially opens after this show. Publicity: Mark Klauser, SP. 7-9000.	3RD FLOOR

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
Thursday August 16 12:30 P.M.	JAMES McCREERY & CO. Presentation of college fashions at 12:30 P.M. and 6:00 P.M. Open to public. Publicity: Georgine Thomson, WI. 7-7000.		4TH FLOOR
Thursday August 23 2:30 P.M.	MARTIN'S (BROOKLYN) Back-to-school fashions for teenagers, presenting clothes from the "Miss Deb" Shop. Press invited. Open to public. Publ.: Pat Ellis, TR. 5-3100.		5TH FLOOR
Tuesday August 28 2:30 P.M.	NAMM'S (BROOKLYN) Showing of back-to-school fashions for pigtails to teen-agers by Namm's. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.		2ND FLOOR
Wednesday August 29 2:30 P.M.	L. BAMBERGER & CO. (NEWARK) "Bam" College Junction fashion showing for press. By invitation. Publicity: John von Arnold, Market 2-1212.		3RD FLOOR
Tuesday August 14 4:00 P.M. Cocktails	PARIS MILLINERY AT PRESS & TRADE PREVIEW Alice May will present a "No Gingerbread" showing of French hats to the press and trade. By invitation only. Publicity: Maud G. Moody, LE.2-4049.	ALICE MAY, INC.	711 FIFTH AVENUE SHOWROOM-7TH FLOOR
August 15	SAKS 5TH AVE. COLLEGE FASHION SHOW AT SAVOY PLAZA, 10:30 A.M. (See Pg. 1).		
August 15	B. ALTMAN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Cancelled August 15- August 30	THE "FAIR OF ITALY" EXHIBIT, ORIGINALLY SCHEDULED FOR WEDNESDAY, AUGUST 15 THROUGH AUGUST 30, AT GRAND CENTRAL PALACE, HAS BEEN CANCELLED. (Tentative date has been set for December 12 through December 23).		
August 16	HEARN'S FASHION SHOWING OF BACK-TO-SCHOOL CLOTHES AT 9:30 A.M. (See Pg.1).		
Thursday August 16 9:30 A.M. And 3:30 P.M.	PREVIEW: RESORT-SPRING COLORS & LEATHER STYLES A preview of Allied Kid Company's Resort, Spring and Summer, 1952, leather colors and styles in skins and pullovers. At 9:30 A.M., for fashion press, shoe stylists and department store fashion coordinators. At 3:30 P.M., for fabric and hosiery stylists and buying office fashion coordinators. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU.6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
August 16	OHRBACH'S COLLEGE FASHION SHOW FOR PRESS AT 10:30 A.M. (See Pg. 1).		
Thursday August 16 12:00 Noon Cocktails; 12:30 P.M. Luncheon	"PROM" DATE LUNCHEON FOR BEAUTY EDITORS R.N.W. Harris, president of The Toni Company, will invite beauty editors to a "Prom" Date Luncheon at the Trianon Room of the Hotel Ambassador. Luncheon will be served at 12:30 P.M. By invitation only. Publicity: Eileene Oberling, The Toni Company, Room 415, Merchandise Mart, Chicago 54, Whitehall 4-1800. (Chicago)	THE TONI COMPANY	HOTEL AMBASSADOR 51ST ST. & PARK AVE.
August 16	JAMES McCREERY'S COLLEGE FASHION SHOW AT 12:30 P.M. & 6:00 P.M. (See above).		
August 19- August 23	THE PHILADELPHIA COSMETIC ASSOCIATION'S TENTH ANNUAL SHOW AT BENJAMIN FRANKLIN HOTEL. Contact: Philadelphia Cosmetic Ass'n., Philadelphia.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 20 11:00 A.M.; 3:00 P.M.	PRESS & TRADE PREVIEWS: NEW GOWN COLLECTION Raymond Marinelli will present his new collection of "Cosmopolitan" fashions, labelled gowns "done with a thought to your budget." Press pre-view at 11:00 A.M. Trade Preview at 3:00 P.M. By invitation only. Contact: Mr. Nelson, RE. 4-3759.	RAYMOND MARINELLI, INC	37 WEST 47TH STREET SHOWROOM-3RD FLOOR
Monday August 20 4:30 P.M. Cocktails	PARIS "QUICKIE": PRESS PREVIEW OF FRENCH HATS Press preview of newest French hats, selected by G. Howard Hodge from the Haute Couture in Paris. By invitation. Publ.: Maud G. Moody, LE.2-4049.	G. HOWARD HODGE	1 WEST 39TH STREET SHOWROOM-5TH FLOOR
August 20- August 24	ANNUAL GIFT & NEW PRODUCTS SHOW, HOTELS STATLER & NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		
August 21	PRIMARY ELECTIONS DAY (Tuesday).		
Tuesday August 21 12:30 P.M. Luncheon	PRESS PREVIEW OF NEW LEATHER COLORS The Tanners' Council of America will invite the press to a luncheon and showing of new leather colors. By invitation only. (<u>Tuesday, August 21 and Wednesday, August 22</u> , leather finishes and treatments in new colors for Spring 1952, from ninety-three tanning firms, will be on display at the 39th Semi-Annual Leather Show.) Contact: Leif Kronen, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA JANSEN SUITE
Tuesday August 21 3:30 P.M. Tea	PRESS PREVIEW: ITALIAN COUTURE COLLECTION Presentation to the press of a collection of fashions, designed by Italian couturiers in Cohama fabrics. (Showing promptly at 4:00 P.M.). By invitation only. Publicity: Jane Wyatt, LO. 4-6000.	COHAMA FABRICS	HOTEL PLAZA PERSIAN ROOM
Thursday August 23 9:30 A.M. Breakfast	BREAKFAST PREVIEW FOR BEAUTY PRESS Clairol will invite the beauty press to a breakfast party. By invitation only. Publicity: Jack Shor, OR. 5-0700.	CLAIROL HAIR COLOR INSTITUTE, INC.	510 SIXTH AVENUE SHOWROOM-4TH FLOOR
Thursday August 23 12:15 P.M. Box Luncheon	FASHION SHOW FOR WOMEN WHO WORK Saks 34th Street will present fashions based on a "back-from-vacation and back-to-office" theme--clothes for women who work. By invitation. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	MARTINIQUE HOTEL B'WAY & 32ND ST.
August 23	MARTIN'S TEEN-AGE BACK-TO-SCHOOL FASHION SHOW AT 2:30 P.M. (See Page 2).		
August 26- August 28	NAT'L BEAUTY TRADES SHOW, HAIRDRESSERS & COSMETOLOGISTS, HOTEL STATLER. Contact: Mr. L.A. Freiberg, Managing Director, 212 Fifth Avenue, MU.5-8287.		
August 28	NAMM'S SHOWING OF BACK-TO-SCHOOL FASHIONS AT 2:30 P.M. (See Page 2).		
Tuesday August 28 3:00 P.M. (Press Preview)	PREVIEW EXHIBIT: SILK & RAYON PRINT FABRICS Exhibit featuring silk and rayon print fabrics from Resort and early Spring lines of leading converters. <u>For press at 3:00 P.M. For fashion coordina-tor, and designers, 4:00 P.M. to 7:00 P.M., cocktails.</u> By invitation only. (Use private entrance at 58th Street). Publicity: Kay Martin or Helen Bennett, Silk & Rayon Print Institute, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA BALLROOM SUITE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 29 9:45 A.M. Breakfast	PRESS PREVIEW OF NEW FABRICS FOR FALL Macy's will invite the press to a forecast of Fall fashions in new fabrics and patterns. By invitation only. Publicity: Helen Law, CH.4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
August 29	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Wednesday August 29 4:00 P.M. Cocktails	PRESS PREVIEW OF MADEMOISELLE SHOES "The Shoe Is Your Cue"--presentation to the press by Carlisle Shoe Company of the Resort and Advance Spring 1952 collection of Mademoiselle shoes. (Show at 4:30 P.M.). By invitation only. Publ.: Rosemary Reilly, LO.4-3350.	CARLISLE SHOE COMPANY	EMPIRE STATE BLDG. ROOM 7419
Thursday August 30 10:00 A.M.	SHOWING OF FALL COATS, SUITS & DRESSES Showing of Fall coats, suits and dresses for the tall girl to the press. By invitation only. Contact: Morton Reuben, LA. 4-1877.	TALL APPAREL SHOP	37 WEST 57TH STREET 5TH FLOOR

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Thursday August 30	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: ELEANOR LAMBERT	MU. 8-2130
Wednesday Sept. 5	<u>SAKS FIFTH AVENUE</u> At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 6	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD or NONA PARKS	EL. 5-6800
Monday Sept. 10	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday Sept. 11	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171

August 30- CALIFORNIA FASHION & FABRIC EXPOSITION, SACRAMENTO, CALIFORNIA.
 Sept. 9 Publicity: Ralph Bell, Box 2036, Sacramento, Hillcrest 6-7811.

Sept. 3 LABOR DAY--LEGAL HOLIDAY (Monday).

Tuesday Sept. 4 9:30 A.M. Breakfast	PRESS PREVIEW: PARIS MILLINERY & COPIES The press will be invited to a breakfast preview of millinery fashions from Paris and "Carbon Copies" by Saks 34th Street. By invitation only. (This show will be repeated for the public on Thursday, Sept. 6, at 12:15 P.M. and 6:00 P.M. at Saks 34th, fourth floor.) Publ.: Rita Dobbins, LA.4-7000.	SAKS 34TH STREET	HOTEL PLAZA WHITE & GOLD SUITE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 4 2:30 P.M.	PRESS SHOWING OF JAY THORPE ORIGINALS Presentation to the press of the collection of Jay Thorpe Originals for Fall. By invitation only. Publ.: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	4TH FLOOR
Beginning Tuesday Sept. 4	SHOWING OF HOLIDAY SEPARATES Dorine Liebert will present her Holiday collection of dressy blouses and evening separates at daily showings. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM-9TH FLOOR
Wednesday Sept. 5 9:45 A.M.	PRESS SHOWING: PARIS HATS AND ADAPTATIONS Gimbels will present a collection of Paris millinery and adaptations to the press. By invitation only. <u>Showing to the public on Monday, Sept. 10 at 2:30 P.M., on 4th Floor.</u> Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.	GIMBELS	2ND FLOOR FASHION MDSE. OFFICE
Sept. 5	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Pg. 4).		
Wednesday Sept. 5 12:30 P.M. Luncheon	RUSSEKS' INTERNATIONAL FASHIONS AT LUNCHEON Russeks Fifth Avenue will present Italian, London, and Paris originals and adaptations, with a collection of Russeks' designers' collections for Fall. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 5	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Pg. 4).		
Sept. 6	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Pg. 4).		
Thursday Sept. 6 12:00 Noon Luncheon	PREVIEW: HOLIDAY LINE FOR INFANTS & CHILDREN Luncheon preview of Joseph Love's collection of infants' and children's dresses for Holiday wear. The firm will be presented with The Charm Institute Gold Medal Award For 1951. (<u>Showing at 12:45 P.M.</u>). By invitation only. Publicity: Nat Scholer, LA. 4-8117.	JOSEPH LOVE, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 6 12:45 P.M. Luncheon	SPECIAL SHOWING OF FALL FASHIONS A special luncheon showing of fashions by Arnold Constable for the Ladies Group of the American Chemical Society Convention. By invitation only. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Sept. 6	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 4).		
Thursday Sept. 6 4:15 P.M.	PRESS PREVIEW OF HOLIDAY LINE Arnold & Fox will present the Holiday line of afternoon, cocktail and evening dresses, designed by Miguel Dorian; and a special group of original imports. By invitation. <u>Trade showings at 3:30 P.M. on Sept. 11, 12, 13, 18 and 19.</u> Publicity: Pauline Greene, Esmond & Dore, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 6 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW GIFT SHOP The press will be invited to a cocktail party preview of the Saks Fifth Avenue new gift shop. By invitation. Publ.: Faith Willcox, MU. 6-0592.	SAKS FIFTH AVENUE	14 EAST 50TH STREET
Sunday Sept. 9	THIRTEENTH ANNUAL "MRS. AMERICA" CONTEST National finalists will compete for the "Mrs. America" of 1952 title and trophy to be presented by Hess Brothers of Allentown, Pa. The finalists will participate in a fashion showing of suits, designed by Murray Sices. Publicity: Sylvia Greene, Bert Nevins, Inc., WI. 7-9715.	MRS. AMERICA, INC. (152 WEST 42ND STREET)	CONVENTION HALL ASBURY PARK, N.J.
Sept. 10	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4).		
Monday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented at a luncheon for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA CHATEAU SUITE
Tuesday Sept. 11 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Anita Andra will present Fall millinery fashions during luncheon. (Regular luncheon fashion show on Tuesday instead of Wednesday this week). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Anita Andra Contact: PL. 9-1822. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ANITA ANDRA (558 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 11	ELIZABETH ARDEN'S CUSTOM-ORDER PRESS SHOWING AT 3:00 P.M. (See Pg. 4).		
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FURS & FASHIONS AT LUNCHEON SHOW Margaret Newman will present Fall fashions, coordinated with furs from Balch Price & Company, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Contact: LA. 4-4278. Balch Price Contact: PL. 9-3909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN; & BALCH PRICE & CO.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW: ENCORE SHOE FASHIONS FOR FALL The Tailored Woman will present Encore Shoe fashions for Fall, featuring designs by Anthony Mascioli, at a cocktail preview for the press. By invitation only. Encore Shoe Publicity: Mollie Baldwin, LE. 2-4281.	TAILORED WOMAN	MAIN FLOOR SHOE SALON
Thursday Sept. 13 11:00 A.M.	PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will invite the press to a preview of the Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR BRIDAL SALON
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Knize will present a collection of Fall and Winter fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Knize Contact: PL. 3-2987. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 13 5:15 P.M. Cocktails	PRESS SHOWING: HATS BY OTTO LUCAS OF LONDON Lord & Taylor will present a collection of hats by Otto Lucas of London, and will introduce Mr. Lucas to the press at a cocktail party. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRDCAGE
Friday Sept. 14 12:15 P.M. Luncheon	EUROPEAN COLLECTIONS AND TREND CLOTHES The Fashion Group will present a report on the European collections and a showing of some important trend clothes. Speaker: Carmel Snow, editor, "Harper's Bazaar". Commentator: Gwen Randolph. Price (including tax and tip): \$5.00 for members; \$5.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940. Publ.: Ruth Hammer Assoc. EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Sept. 15	FEDERAL INCOME TAX (Third payment due--Saturday).		
Monday Sept. 17 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY JO COPELAND Saks Fifth Avenue will present a collection of Fall fashions by Patullo-Jo Copeland during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Monday Sept. 17 3:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA Fred Cole will present Cole of California's Resort and Summer 1952 collection of swimsuits and sun dresses for misses and children, designed by Margit Fellegi. Showing at 3:00 P.M., followed by cocktails. By invitation only, for press and buyers. Publicity: Margot Mallary, Advertising Manager, Cole of California, 2615 Fruitland Avenue, Los Angeles, California, Jefferson 5174.	COLE OF CALIFORNIA	1001 NO. ROXBURY DR. BEVERLY HILLS, CAL.
Week Of Sept. 17	SCARF JUBILEE PROMOTION WEEK The Scarf and Neckwear Guild of the National Women's Scarf and Neckwear Association will sponsor the Scarf Jubilee Promotion during the week of September 17. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	NAT'L WOMEN'S SCARF AND NECKWEAR ASS'N	THROUGHOUT THE COUNTRY
Beginning Monday Sept. 17	OPENING OF CRUISE & RESORT LINES IN CALIF. Contact: California Fashion Creators, Los Angeles, California.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Tuesday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Tuesday Sept. 18 2:30 P.M.	PREVIEW: FALL CUSTOM- ORDER COLLECTION Presentation by B. Weinstein of the Fall and Winter custom-order collection of coats, suits and furs, the ready-to-wear collection of suits and dresses; and a showing of imports. Hats--John Frederics. By invitation only. Publicity: Irene Staub, C. J. Herrick Associates, LA. 4-9310.	B. WEINSTEIN (7 EAST 57TH STREET)	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 19 9:30 A.M. Coffee	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. By invitation only. Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of fashions for Fall and Winter by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 19 12:45 P.M. Luncheon	"PROMENADE TO FASHION" LUNCHEON SHOWING Presentation of Fall fashions, designed by Claire McCardell for Townley, with "Promenade" represented in the first of a series of magazine fashion shows. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. McCardell Publicity: Bette Anne Brown, LO. 4-2155. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TOWNLEY FROCKS, INC. (CLAIRE MCCARDELL)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 19 3:30 P.M.	PRESS PREVIEW OF SEAMOLDS SWIMSUITS Press preview of 1952 SeaMolds swimsuits by Flexees. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Thursday Sept. 20 9:30 A.M. Breakfast	PREVIEW OF NEW SWIMSUIT COLLECTION Jantzen's new swimsuit collection will be presented to the press at a breakfast preview. (<u>Note Change of Date and Place</u>). By invitation only. Publicity: Rosamond Eddy, LO. 4-2820.	JANTZEN KNITTING MILLS	HOTEL PIERRE TERRACE ROOM
Thursday Sept. 20 12:30 P.M. Luncheon	MAURICE RENTNER FASHIONS AT LUNCHEON Presentation of a Fall collection by Maurice Rentner from Saks Fifth Ave. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Friday Sept. 21 12:00 Noon Luncheon	PRESS PREVIEW OF PARIS IMPORTS Callot Soeurs will present a collection of Paris imports--sportswear, afternoon and evening fashions. By invitation only. Publicity: Marsh-Healy Associates, PL. 7-5809.	CALLOT SOEURS	42 EAST 57TH STREET SALON-2ND FLOOR
Sept. 23	FIRST DAY OF AUTUMN (Sunday).		
Monday Sept. 24 1:00 P.M. Luncheon	SHOWING OF PARIS FASHIONS AT LUNCHEON Paris fashions and Gimbels' adaptations will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. <u>Showings for public at 5:00 P.M., Monday, Sept. 24; at 2:30 P.M., Tuesday, Sept. 25; and at 2:30 P.M., Wednesday, Sept. 26--Gimbels, 3rd floor.</u> Gimbels Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 24- Dec. 10 7:30 P.M.- 9:30 P.M.	ELEVENTH FASHION TRAINING COURSE Eleventh annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Subjects: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination, Advertising, Display-Television, Publicity, Editorial, Job Discussion. Fee for series: \$15.00; or \$2.00 for each lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Sept. 24	NATIONAL SWEATER WEEK. Contact: Edward A. Brandwein, MU. 3-7520.		
Tuesday Sept. 25 2:30 P.M.	PREVIEW OF FALL CUSTOM-ORDER FASHIONS Preview of Mme. Garnett's Fall custom-order collection. By invitation only. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 26 12:30 P.M. Luncheon	NETTIE ROSENSTEIN FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Fall fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 26 12:45 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits for Fall by Mimi Pearce during luncheon. (This show will be repeated on Thursday, Sept 27 at 12:45 P.M., luncheon). Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 27 12:30 P.M. Luncheon	FUR FASHIONS FOR FALL AT LUNCHEON Showing of Dein-Bacher's collection of furs for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present a collection of Fall fashions at luncheon showing. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 27 3:00 P.M.	PRESS PREVIEW OF NEW BATHING SUITS Cocktail party and preview for the press of swimsuits for 1951-1952, by Rose Marie Reid of California. By invitation only. Contact: Betty Rich, WI. 7-3260.	ROSE MARIE REID OF CALIFORNIA	HOTEL PIERRE ROOF GARDEN
Oct. 1	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday).		
Oct. 2	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday).		
Oct. 10	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Wednesday).		

MOVIES...MUSIC...TELEVISION...THEATRE

Friday TELEVISION: "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5
August 10; August 10: Maria Krum will present a collection of her suits and dresses
August 15 for Fall. August 15: Presentation of a collection of Fall fashions for
11:30 A.M. juniors, designed by Emily Wilkens. Program hostess: Maggie Johnson.
Publicity: Duncan MacDonald, MU. 8-2600.

Monday TELEVISION: KATHI NORRIS PROGRAM WNBT-TV, CHANNEL 4
August 13; August 13: Showing of back-to-college fashions from B. Altman, Arnold
August 15; Constable, Bonwit Teller, Franklin Simon, Martin's, Peck & Peck, and
August 17 other N.Y. department stores. August 15: Presentation of fashions in-
1:00 P.M. spired by colors used in tobacco processing by the Cuban tobacco industry.
August 17: Kathi Norris returns from Paris to begin reports on the
couturier collections for Fall. Publicity: Bob Bloch, PL. 3-1742.

Monday TELEVISION: NANCY CRAIG PROGRAM WJZ-TV, CHANNEL 7
August 13 Diane Young will introduce a collection of Monogram Blouses. Diane Young
4:00 P.M. Publ.: Merchandising Coordinates, WA. 9-6758. WJZ Contact: CI. 7-5700.

Tuesday PREMIERE: "DAVID AND BATHSHEBA" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST.
August 14 Twentieth Century-Fox Technicolor movie based on the Biblical story about
8:30 P.M. the great Israel King David. (Note Change Of Date). Stars: Gregory Peck,
Susan Hayward and Raymond Massey. Producer: Darryl F. Zanuck. Director:
Henry King. Wardrobe: Charles Le Maire and Edward Stevenson. Publicity:
Elizabeth Eisenhart, CO. 5-3320.

Wednesday PREMIERE: "THE LAW AND THE LADY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
August 15 MGM romantic comedy, starring Greer Garson and Michael Wilding, about the
wooing and winning of a young lady throughout the capitols of three con-
tinents. Producer-Director: Edwin H. Knopf. Wardrobe: Walter Plunkett.
Publicity: Dorothy Day, JU. 2-2000.

Wednesday PREMIERE: "MEET ME AFTER THE SHOW" (Movie) ROXY THEATRE, 7TH AVE. & 50TH
August 15 Twentieth Century-Fox Technicolor musical about a famous Broadway actress.
Stars: Betty Grable, MacDonald Carey, Rory Calhoun and Eddie Albert.
Producer: George Jessel. Director: Richard Sale. Wardrobe: Charles Le
Maire and Travilla. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Thursday TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2
August 16 A collection of blouses by Dorothy Korby will be presented. Program
3:30 P.M. hostess: Robin Chandler. Producer and Contact: Stanley Poss, PL. 5-2000.

Tuesday OPENING: "LACE ON HER PETTICOAT" BOOTH THEATRE, 222 WEST 45TH ST.
Sept. 4 Herman Shumlin will present Amee Stewart's play, last season's London
success, about the daughter of a wealthy Scotch family, in the late 19th
century, who befriended the daughter of a commoner. Cast features Neva
Patterson, Jeff Morrow, Perlita Neilson and Patsy Bruder. Settings:
Sam Leve. Costumes: Hazel Roy. Publicity: Bernard Simon, CI. 5-7294.

Monday OPENING: "BORSCHT CAPADES" ROYALE THEATRE, 242 WEST 45TH ST.
Sept. 17 Hal Zeiger will present the successful musical revue, which played in
Chicago, Miami and on the West Coast. Stars Mickey Katz and his record-
ing orchestra, with outstanding singers and dancers from Israel. More
details later. Publicity: Ross Associates, BR. 9-5906.